

# WFLA - Tampa

## Issue Inquiry Form

To: Station Political File  
cc: Station Political Specialist

Date: 10/17/2012

Account Executive: Matt Oestreich Office: WFLA  
Name of Issue: Defend Justice from Politics  
City, Station Municipality: Tampa, Florida  
Inquiry Made By: Heather Ashworth  
Agency / Organization: Fat Free Media  
Address: 522 S. Hunt Club Blvd. #341  
Apopka, FL 32703  
Telephone: 407-786-8669 Fax: 407-786-8668

Issue Advertiser: Defend Justice from Politics  
Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Committee Members...  
Board Member: Elizabeth Hernandez Other: Stanley Tate  
Commercial Length: :30 Other: Rosalyn Sia Baker-Barns

Programs / Dayparts Requested: All

Station Offer: Same

Station Political Disclosure Statement: YES  
Submitted to: Heather Ashworth Date: 10/17/12  
Stations Requested: \_\_\_\_\_



# Morgan - Defend Justice Buy Order

JM112102502 *gm* 10/19/12

Revision #: Date: 10/19/2012

**Client:** Morgan & Morgan  
**Media:** TV  
**Product:** Legal  
**Market:** Tampa-St. Petersburg  
**Primary Demo:** Adults 35+  
**Separation between spots:** 20

**Estimate:** 960  
**Description:** Defend Justice In-Kind  
**Flight Start Date:** 10/29/2012 05:00 AM  
**Flight End Date:** 11/4/2012 04:59 AM  
**Survey:** Sep12 DMA Nielsen Live+SD

**Vendor:** WFLA-TV  
200 South Parker Street  
Tampa, FL 33606  
**Contact:** Jenny Mahlike  
**E-Mail:** jmahlike@wfla.com  
**Phone:** 813-228-8888  
**Fax:** 813-275-8876

**Send Billing To:** Fat Free Media  
380 S. State Road 434  
Suite 1004-313  
Altamonte Springs, FL 32714  
**Phone:** 407-786-8669  
**Fax:** 407-786-8668

**Affiliation:** NBC

**Estimate Comments:** This must be written under a separate estimate but will be billed to Morgan & Morgan via Fat Free Media, Inc. This contract is for issue advertising and all follows any/all guidelines for political advertising.

Daypart Program	STN Gross	Wks Dur	Total Spots
<b>WFLA-TV</b>			
✓ MTuWThF 10:00a-10:30a NWSCH8 AT 10AM<	\$275.00	30 3	3
✓ Sa 12:00p-1:00p SAT NOON NEWS	\$325.00	30 1	1
✓ Sa 9:00a-10:00a NWSCH8 SAT-AM	\$600.00	30 1	1
✓ Su 12:00p-1:00p SUN NOON NEWS	\$325.00	30 1	1
✓ Su 9:00a-10:00a NWSCH8 SUN-AM	\$600.00	30 1	1
✓ Su 6:00p-6:30p NEWSCH8-6 SUN	\$1,600.00	30 1	1
✓ MTuWThF 9:00a-10:00a TODAY SHWZ-NBC<	\$1,050.00	30 2	2
✓ Su 8:00a-9:00a SUN TODAY-NBC	\$1,100.00	30 1	1
Sa 6:00p-6:30p NEWS	\$1,500.00	30 1	1
✓ Sa 7:00a-9:00a THE TODAY SHOW	\$1,000.00	30 2	2

① n/a - pym chg



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Daypart Program	STN Gross	Wks Dur	Total Spots
WFLA-TV			
MTWTF 5:30p-6:00p NWSCH8 @5:30p<	\$1,700.00	30 1	1
Total Cost:	\$12,675.00	Total Spots: 15	15

Disclaimer:

Signature: \_\_\_\_\_

 10-27-12

**Fat Free Media**  
 522 S. Hunt Club Blvd  
 #341  
 Apopla FL 32703

**Defend Justice From Politics/ Issue**  
 Submission Number 144 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b>	Defend Justice From Politics/ Issue	<b>Submission Cost:</b>	11175	<b>Campaign Ref:</b>	JM112102502
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	./ /960	<b>Sales Rep:</b>	WFLA Political
<b>Schedule Dates:</b>	10/29/12 to 11/04/12	<b>Weeks:</b>	1	<b>Order Ref:</b>	
<b>Est./PO Number:</b>		<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Defend Justice From Politics/ Issue	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	Total	Cost
1	M-F 10a News MTWTF..	02	275	30 Comme	Nbr of Spots	3	825
2	Sat 12p News .....S.	01	325	30 Comme	Nbr of Spots	1	325
3	Sat 9a News .....S.	01	600	30 Comme	Nbr of Spots	1	600
4	Sun 12p News .....S	02	325	30 Comme	Nbr of Spots	1	325
5	Sun 9a News .....S	01	600	30 Comme	Nbr of Spots	1	600
6	Sun 6p News .....S	01	1600	30 Comme	Nbr of Spots	1	1600
7	M-F 9a Today Show II MTWTF..	01	1050	30 Comme	Nbr of Spots	2	2100
8	Sun 8a Today Show .....S	01	1100	30 Comme	Nbr of Spots	1	1100
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	14	14

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**Defend Justice From Politics/ Issue**  
 Submission Number 144 Issue 1



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 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Defend Justice From Politics/ Issue	<b>Submission Cost:</b> 11175	<b>Campaign Ref:</b> JM112102502
<b>Buyer:</b> " "	<b>Client/Product/Estimate:</b> . / .960	<b>Sales Rep:</b> WFLA Political
<b>Schedule Dates:</b> 10/29/12 to 11/04/12	<b>Weeks:</b> 1	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	Total	Cost
9	Sat 7a Today Show .....S.	01	1000	30 Comme	Nbr of Spots	2	2000
10	M-F 530p News MTWTF..	01	1700	30 Comme	Nbr of Spots	1	1700
<b>Weekly Totals: Total Spots(Ord Spots)</b>					14	14	

Grand Totals

Totals		Month 11 Weeks: 4	
Spots	14	10/29	14
Cost	11175		11175

**Grand Totals:**

<b>Spots:</b>	<b>14</b>
<b>Gross Total:</b>	<b>11,175.00</b>
<b>Commission:</b>	<b>1,676.25</b>
<b>Net Total:</b>	<b>9,498.75</b>

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <u>WFLA Tampa</u>	<b>Date:</b> <u>10/22/12</u>
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I, Jenifer Weldon  
do hereby request station time concerning the following issue:

Morgan & Morgan in Support of  
Defend justice from politics

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<u>10/29-11/5</u>  <u>See attached schedule</u>				

**Total Charges:** \$12,675

This broadcast time will be used by: Morgan & Morgan in Support of Defend Justice from Politics

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Morgan + Morgan

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 48 hours before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/22/12 Date [Signature] Signature 407-786-8669 Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title